# Advertising Age

50 YEARS 1930-1980


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# Russian actions imperil marketing plans

## Cloud over Olympics tv

By COLBY COATES

NEW YORK—Fred Silverman may be the president of NBC, but it's the President of the United States who will decide if the network broadcasts 152 hours of coverage of the 1980 Summer Olympics from Moscow.

Should the President ask the U.S. Olympic Committee to keep the athletes home and they agree, then good citizen NBC would pull out as well. Two separate insurance policies would take care of NBC's $100,000,000 investment, but the harm to its long-range prime time programing strategy would be severe.

"We won't be there if the U.S. doesn't participate," an NBC exec said. Meanwhile, "all our planning is going ahead with the full expectation that the games are on." If as has been suggested, the games are postponed a year and moved to another site, NBC could be in trouble since its contract is with the Soviets. However, in view of the unusual circumstances, it's not inconceivable that the International Olympic Committee might step in and award the network the tv rights.

Speaking on PBS' "MacNeil-Lehrer Report," Robert Kane, the head of the USOC, spoke against the concept of a U.S.-initiated boycott, but admitted, "We would ad-

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From Russia, but maybe not with love.

## Vodka faces backlash

By JOSH LEVINE

NEW YORK—In the vodka classification of grain neutral spirits, some brands are decidedly less neutral than others.

The recent intervention in Afghanistan by Soviet forces and the ensuing uproar here almost certainly will loosen the grip of Russia's wildly successful vodka export, Stolichnaya, on the deluxe vodka market, liquor analysts say.

Moreover, they add, guilt by association could taint even those domestic brands that have cloaked themselves in a Russian bearskin mantle to give their products a romantic allure. Among the drinking public that has made vodka the single largest liquor category (Americans bought 95,600,000 gals. of vodka in 1978), there is little cognizance of a brand's origin—especially in cases where U.S. marketers have done their best to obscure their own roots.

■ Only Stolichnaya and several virtually unknown brands can claim to come from Russia, however, and the distributor, Monsieur Henri Wines, Purchase, N.Y., has no plans to mumble about it now. "There are no revisions in either our ad schedule or the copy," said a Stolichnaya spokesman. "The ads that appear in February still say, "The only vodka imported from

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### Hands across de Garmo

John de Garmo (left), an outspoken opponent of "merger for merger's sake," said the pairing of his shop with D'Arcy-MacManus & Masius, coming after several "serious" offers, is "a marriage of two strong partners and, therefore, worthwhile." He and his new boss, D'Arcy chairman James B. Orthwein, told why they teamed up by pointing to this picture. "It says it all," Mr. de Garmo added. (See story on Page 4.)

## ARF magazine research study unable to pick best method

By BERNICE KANNER

NEW YORK—The ad community, which has long awaited the Advertising Research Foundation comparability report, will have to wait some more to learn if the two traditional interview methods used in syndicated magazine research can be comparable.

Initial findings of the $425,000 study—to be announced here Jan. 23—indicate that the two methods don't compare. But the research fails to answer which method is better.

Simmons Market Research Bureau uses the traditional through-the-book method for weeklies and larger circulation monthlies and the recent reading mode for smaller books. Mediamark Research, formerly Magazine Research, relies exclusively on the recent reading or recall method of interviewing.

■ Top line results of the study reportedly confirm that the recent reading mode produced dramatically higher audience estimates than the through-the-book approach. (The ad community suspected as much after MRI released total audience numbers larger than expected in October). But with the exception of the triweeklies and, to a lesser extent, the small circulation monthlies, these recent reading scores are not consistently greater than those obtained by through-the-book interviews.

The findings also revealed that on an average, using a mixed method (recent reading and through-the-book in one interview) did not greatly distort the through-the-book results. But scattered impact means that this probably will be investigated further.

The preliminary data, based on interviews with 4,600 people in 24 weeks, also suggests that qualifying the data, as SMRB did in its fall, 1979, report, failed to reconcile the differences between the two methodologies. It does not say, however, that the differences are irreconcilable.

For that, the research community will have to wait until March when a bottom line report evaluating this study is issued, said one member of the Magazine Research Development Council, the group of agency, advertiser and publishing executives empowered to pilot the study. There has been an unofficial ban in discussing the findings until the conference later this month.

SMRB attempted to reconcile the differences in the methodologies when it detected a 90% "overstatement" in the data for small magazines using the straight recent reading method and "qualified" those numbers to align them with results achieved using the through-the-book method. Media researchers bristled at the way the data was qualified, claiming it had been done arbitrarily and without their consent. Bending to pressure, SMRB later made the unadjusted

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## Braniff betting on better barter

By JOSH LEVINE

NEW YORK—Braniff International will bolster its media buying with media flying as its $20,000,000 1980 campaign gets off the ground Jan. 15.

Dallas-based Braniff and several other airlines are starting to avail themselves of unofficial government sanction of barter payment for airline ads. Though the Civil Aeronautics Board has yet to issue a ruling on the subject, the agency, upon request, is allowing airlines to exchange flight tickets for advertising time and space.

A CAB spokesman said the relaxation of an "ironclad rule" that all tickets be paid for in cash comes at a time when impending recession and soaring jet fuel bills threaten the profitability of many carriers.

■ Though the cash saved through barter gives slim comfort when fuel bills often account for over a third of an airline's operating costs, Braniff, for one, could use the relief.

In the face of 1979 third-quarter losses of $9,800,000 after taxes (operating losses were much higher), Braniff's new ad theme brings home its past distress as much as its future goals: "We better be better. We're Braniff."

Barter may allow Braniff to extend the reach of its $20,000,000 worldwide budget for 1980, up from $14,000,000 in 1979. If the media prove receptive to the airline's barter offers, Braniff could decide to reinvest the cash savings in advertising to bolster an expected sag in airline load factors.

"Braniff is attempting to barter for all media, as are other airlines," a Braniff spokesman said. "Obviously, there's only so much call for the tickets the airlines are offering," he continued, "so the guy that gets to the media first is in the best position."

■ Continental and Pan Am are known to be engaged in bartering already.

Whoever gets to the media first, barter may not overturn airline ad practices, according to airline executives. "Everybody's running around like there's a sudden bonanza out there," said an advertising director at another large airline. "There isn't," he added. "You have to realize that what you're giving away is distressed merchandise, and, consequently, you're going to get distress merchandise in return. An airline needs upscale demographics, and barter isn't the way to get them."

The current Braniff (paid) sched-

(Continued on Page 74)

## last minute news

### WRG may lose $12 million Jack in the Box

SAN DIEGO—Ralston Purina Co.'s Jack in the Box restaurant chain is reevaluating its 2½-year relationship with Wells, Rich, Greene/West, on its $12,000,000 account. Sources say the chain was ready to leave the Los Angeles shop, but late last week WRG was given 30 days to present new approaches in an effort to save it. The fast-food chain apparently was not satisfied with earlier campaigns in the works at WRG for early '80 launch (AA, Oct. 1).

### Philip Morris denies Marlboro II in works

NEW YORK—Philip Morris U.S.A. has denied a report that it has begun production of an ultra-low tar cigaret called Marlboro II at its Richmond plant. "We have no plans to produce or market a brand called Marlboro II," a PM spokesman said. An industry source conjectured that a brand called Marlboro II would have "enormous impact" in the ultra-low segment, whose brands include American Tobacco's Carlton, RJR's Now and Lorillard's Kent III and Triumph.

(Continued on Page 8)

NEWSPAPER
Schlitz Max Factor
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AA MARBO
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H HAGERMAN SECY TO SR VP
CONGRESSIONAL INFO SERVICE
7101 *ISCONSIN AVE
*ASHINGTON DC 20014

**Iowa's airwaves** will be taken over this week by Presidential hopefuls including: Howard Baker Jr., John Connally, George Bush, Jimmy Carter and Edward Kennedy.

# Iowa airwaves fill with Presidential drives

By JACQUES NEHER and RICHARD GORDON

DES MOINES—Multiple choice quiz. Thirty seconds:

The next President of the United States should be: (A) Solid and trustworthy? (B) a fairly decent photographer who will bring back that old-time pride? (C) a man who grew up with soil between his toes? (D) a man who will call it as he sees it? (E) a man who needs no training? (F) an advocate of prayer in school? (G) none of the above?

Iowans watching tv in the next week will undoubtedly have a chance to pass judgment on the above choices as at least six of the 10 major Presidential aspirants promise to fill the local airwaves with these tidbits in their respective bids to win delegate support—or at least "momentum"—in the nonbinding precinct caucuses Jan. 21.

Since Jimmy Carter first employed the caucuses four years ago to win his first battle and set the stage for his long-term candidacy, the event has blossomed into Iowa's biggest growth industry. In 1976, Mr. Carter and his five rivals spent a total of $35,000 in radio and tv; by the time the last spot is aired next Sunday, the 14 Iowa tv stations, alone, will have absorbed at least $350,000 from the various campaign chests. Radio stations and newspapers will probably take in an additional $200,000.

While some candidates have downplayed the importance of the Iowa caucuses and one has chosen to stay out all together—Republican John Anderson—others believe the caucuses, if nothing more, will "set the tone" for the media campaigns to follow in the primaries. Some say the caucuses will present a chance for the candidates' image makers to test the effectiveness of their initial positioning and media strategies.

A compilation of orders for airtime at 11 of the state's tv stations last Wednesday showed John Connally as the biggest spender by far, with $115,445 already spent or on order for the next week. Howard Baker Jr. came in second, with $70,056; President Carter, $37,975; George Bush, $25,735; Edward Kennedy, $10,530, and Ronald Reagan, $5,550. The Philip Crane camp, which received a late transfusion of cash following the Des Moines Republican debate Jan. 5, was scurrying to buy tv time late in the week and totals weren't available. Jerry Brown and Bob Dole also were making last-minute inquiries for availabilities.

▪ Only a few months ago, most political observers thought it unlikely that candidates looking for votes in the 2,531 precinct caucuses would want to invest much in media, but instead would turn their efforts to developing organizational bases that would bring them their votes. With so small a percentage of voters likely to participate in the event, major media coverage was considered wasteful.

But with a few of the candidates beginning to buy tv time as early as November, the battle for the airwaves quickly accelerated, either because the candidates found they were too far behind at the organizational level, or else they just didn't want to be viewed as underfunded.

For example, George Bush's heavy broadcast buy in the final week "to some extent . . . is defensive," according to deputy political director Dave Sparks, who added that the candidate wanted "to be on the air when everyone else is on the air."

So now, if as many as 50,000 people brave the elements to congregate in their local churches or basements for the hours-long affair—which would be about double the turnout in 1976—the candidates, together, will be spending more than $10 per vote just in the media.

▪ On the Democratic side, the President is overwhelming his main competitor in Iowa, Sen. Kennedy, with a multifaceted tv campaign that seems to be testing several themes. One series, in a backhanded way, is apparently designed to question Mr. Kennedy's honesty. One spot, which excerpts a Carter speech on the economy, ends with the voiceover: "President Carter—he tells you the truth." Another ends with voiceover saying: "You may not always agree with everything he does, but President Carter is telling the simple truth."

Another series of 30s, 60s, and five-minute commercials shows the President behind the scenes at the White House, discussing policy with Cabinet members, special interest groups, and the Vice-President.

In one spot, geared to show the President as decisive, a foreign policy discussion ends with the President saying to his advisors: "I'll make a decision on it today."

A new set of spots, breaking this week, consist of man-on-the street interviews with Iowans who supported Mr. Carter in 1976 and say they still do. This series, according to the President's adman, Gerald Rafshoon, is intended to show "continuity of support for the President in Iowa."

▪ Sen. Kennedy's advertising thrust appears much weaker in comparison, but the Kennedy camp is said to be relying more on organizational efforts than media. The candidate started his tv sched-

(Continued on Page 74)

# GOP plans $5 million push

NEW YORK—The Republican Marketing Group, an organization jointly-sponsored by the Republican National Committee and the National Republican Congressional Committee, will begin airing spots in February that urge the nation's voters to "Vote Republican—for a change."

The $5,000,000 ad campaign is scheduled to run on network and spot tv through mid-June. Humphrey Browning MacDougall, Boston, is doing creative. Malcolm MacDougall, vp-creative director, was among the major strategists on the unsuccessful Gerald Ford Presidential campaign in 1976.

This new Republican effort is described by a Republican National Committee spokesman as an attempt to "get more Republicans elected" to Congress.

Ads will focus on issues such as the economy, energy and declining American prestige. They will argue that these problems are either the result of or have been inadequately handled by the Democrats, who have controlled both houses of Congress for the past 25 years.

The Republicans had been trying to keep details of the campaign under wraps, hoping to announce it with hoopla and confetti at an end-of-the-month press conference, but information has been leaking for the past week from talkative agency and Republican sources in Boston and Washington.

▪ A major reason for wanting to keep the lid on was that the Republicans have not yet raised all of the $5,000,000 needed to mount the campaign. According to James Killough, former Compton Advertising exec now heading the Republican Marketing Group, "We are in the process of trying to raise the money. We are close, but not close enough, which is not to say that we won't do it."

▪ Mr. Killough's organization is Washington-based, as is the Republican National Committee and the National Republican Congressional Committee. Holding up the third end of the Boston-Washington-New York triangle in this Republican effort is SFM Media Services here, which will handle buying time.

According to reports from agency and Republican National Committee sources, the campaign includes six spots and three flights

(Continued on Page 74)

# highlights

**Monday, January 14, 1980**

**D'Arcy**-MacManaus & Masius shores up its New York operation by buying de Garmo Inc. *See Page 4.*

**Home video** continues to command strong interest in the consumer electronics industry despite lower-than-expected sales. *See Page 6.*

**The Defense Department** is looking for just one shop for its joint service advertising campaign. *See Page 10.*

**Scripto** and Paper-Mate kick off the decade with major advertising efforts. *See Page 12.*

**Adless radio** programing in San Diego still irks some media buyers, and Arbitron is increasing the length of sweep periods to check such attempts to "hype" ratings. *See Page 16.*

**Chuck Standen,** just retired from the post of chairman at Tatham-Laird & Kudner, reflects on his agency and the current advertising climate. *See Page 20.*

**Major tv** sponsors are paying for "noncommercial" radio publicity campaigns to publicize their special presentations. *See Page 35.*

**Newsday,** ensconced in new offices in Melville, N.Y., is pushing beyond its Long Island borders to challenge New York City's three major dailies in Queens. *See Page 38.*

**Nine California tv** stations are dragged before the FCC by environmentalists pushing counter ads. *See Page 40.*

**Name changes** affected 230 corporations and 60 agencies in 1979. *See Page 43.*

**Richard C. Anderson** explores the area of judgment decisions in a computer dominated media world and how that area affects advertisers. *See Page 47.*

**Hooper White** spots a role reversal in automobile advertising with big cars talking simple and straight and little cars sounding big and important. *See Page 47.*

**Robert E. Roth** advises that in the preliminary stages of an audit, being ready with answers may be the best way to avoid unnecessary and aggravating inquiries into agency financial practices. *See Page 50.*

**William A. Robinson** takes a critical look at six sales promotions in 1979 in his third "Match Wits" game. *See Page 52.*

**Japan's Daiei Inc.** will set up a chain of small department stores featuring French products with the help of Au Printemps. *See Page 65.*

**Senate FTC allies** hope chairman Pertschuk's exit from the children's tv rule will blunt the drive to kill the project. *See Page 71.*

**Super Bowl XIV** will serve as a battlefield not only for the Steelers and Rams but also for a batch of advertisers. *See Page 72.*

**Jeffrey Martin Inc.** brings back Topol as a "smoker's toothpaste." *See Page 73.*

**Mattel's Intellivision** electronic game/personal computer is about to be switched on. *See Page 75.*

**A "talking" microwave** oven wasn't the only "world's first" at a consumer electronics trade show. *See Page 75.*

## Section 2

**The economy** may be ailing, but the job situation in the advertising business continues to look encouraging. Section 2/Job Hunting and Recruitment surveys the prospects and other matters—beginning opposite Page 42.

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# FTC trims role as media watchdog

WASHINGTON—At a full-day session mostly closed to the public, members of the Federal Trade Commission made it clear to staffers last week that they have no interest in trying to stretch their antitrust power to reshape the structure and practices of media.

One clue to the kind of information examined at the meeting came at a late afternoon session, where invited representatives of Warner Communications' Qube system briefed the commissioners on their two-way cable tv network in Columbus, O., including its potential as an advertising medium of the future.

Little has been heard about FTC's media plans since a two-day seminar in December, 1978, when panels of experts from the industry and the legal community sketched their views of emerging ownership and business practices.

During the closed meeting last week, staffers provided the commission with a range of ideas for further investigations and interventions at FTC and other regulatory agencies. The commission in-

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Advertising Age / Section 2

# JOB HUNTING and recruitment

JANUARY 14, 1980

*'No recession in ad business'*

## Job demand stays strong

BY B. G. YOVOVICH

CHICAGO—Despite an uncertain economic climate that is causing employers to hesitate in taking on new employes and is inhibiting individuals from switching jobs, recruiters specializing in advertising/marketing positions found that the demand for personnel remained strong through 1979.

"There is no recession in the advertising business," says Edwin Stern, who heads his own New York-based recruitment agency, "though, with the uncertainty of the economy, people are more chary about moving."

A number of factors helped fuel the demand for advertising/marketing personnel. With the 1973-74 recession following quickly on the heels of the severe advertising personnel cutbacks in 1970-71, the number of recruits coming into the field was severely limited during much of the early 1970s.

The popularity of advertising during that time was also severely damaged by Federal Trade Commission investigations in the late 1960s and early 1970s and by the general antibusiness attitude prevalent during the Vietnam war years.

▪ Though some training programs have been established recently, the number of individuals with the kind of experience needed at the middle-management level remains low.

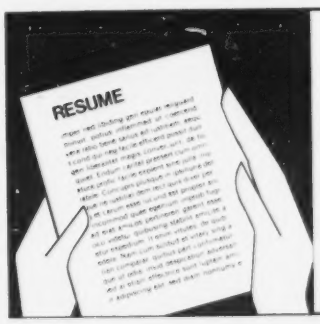
"A couple of years ago it was impossible," recalls Marcia Fleschner, a recruiter with Smith's Fifth Avenue in New York, who says that the shortage eased somewhat this year.

"There's not the gaping vacuum any more," agrees Tony Reynes of the Judd-Falk recruitment agency's Chicago office.

The federal wage-price guidelines have also helped to stir up movement within the industry. With many companies holding to the wage hike ceilings, says Steve Werner, who heads his own New York agency, "Many people have found it necessary to switch jobs in order to get raises that enable them to keep up with inflation."

Faced with the prospect of losing some of their better employes, "this year for the first time we're

*(Continued on Page S-14)*




Highlights

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## Agencies step up recruitment of entry-level college grads

BY EDWARD J. ROGERS

NEW YORK—How extensive is advertising agency involvement in recruitment of college grads for entry-level training positions? Where is the industry doing its recruiting? Is a graduate degree necessary to gain a berth with one of the top agencies?

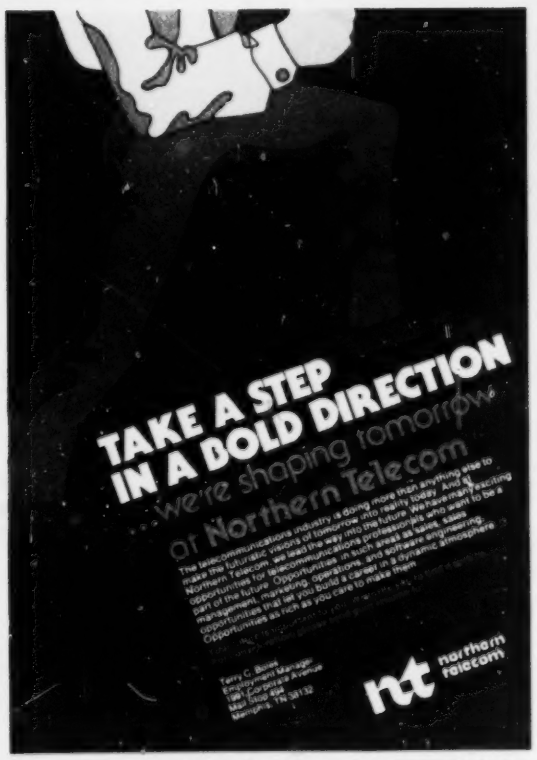
A survey among 22 of the 25 largest agencies shows that the agencies are indeed busily recruiting, at a large number of both undergraduate and graduate schools. And prospects for 1979 grads were up over the numbers actually hired in 1978.

The agencies surveyed employ approximately 38% of the estimated national agency population of some 65,000. They were asked several questions including:

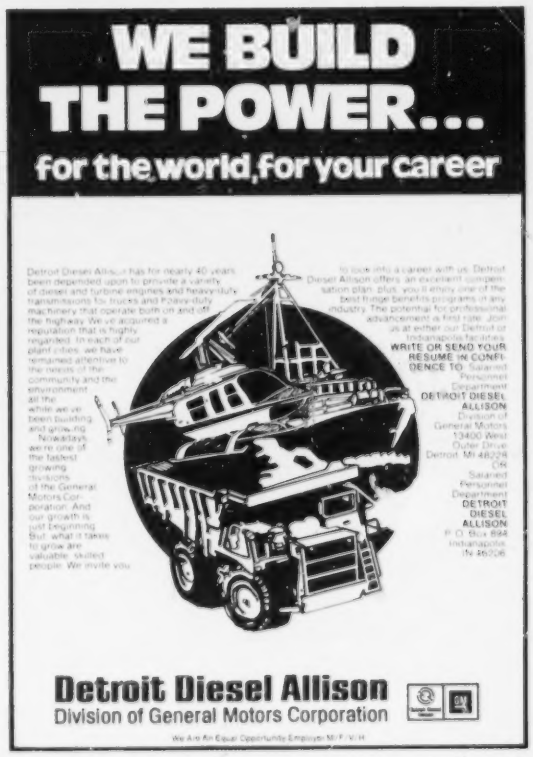
- The number of on-staff employes in 1978, and the number anticipated for 1979.
- The numbers of undergraduate and graduate students, without prior fulltime work experience, hired in 1978 for formal or informal training programs or into entry-level positions clearly identified as spots from which they could develop professionally, and the num-

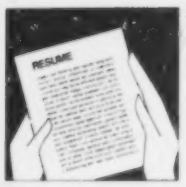
*(Continued on Page S-2)*

*Edward J. Rogers is vp-director of personnel at NW Ayer ABH International, New York.*




**Recruitment advertising** has become big business, to the extent that agencies specializing in such advertising are among the most attractive acquisitions for general agencies. Sample ads like these from Nationwide and Deutsch, Shea show the sophisticated approach in today's recruiting ads. See story on Page S-12.






*Where do they come from?*

# Agencies step up college recruiting

## Advertising Agency Undergraduate On-Campus Recruiting 1978-79

| School | 1978 Agencies Visited | 1978 Rank by Number of Visits | 1979 Agencies Visited | 1979 Rank by Number of Visits |
|---|---|---|---|---|
| MSU | 3 | 1 | 3 | 1 |
| Columbia | 2 | 2 | 0 | Unranked |
| NYU | 2 | 2 | 0 | Unranked |
| Syracuse | 2 | 2 | 1 | Unranked |
| U. of Michigan | 2 | 2 | 2 | 2 |
| Howard | 1 | Unranked | 3 | 1 |
| Princeton | 1 | Unranked | 3 | 1 |
| U. of Illinois | 1 | Unranked | 3 | 1 |
| Amherst | 1 | Unranked | 2* | 2 |
| Dartmouth | 1 | Unranked | 2 | 2 |
| U. of Missouri | 1 | Unranked | 2 | 2 |

## Advertising Agency Graduate On-Campus Recruiting 1978-79

| School | 1978 Agencies Visited | 1978 Rank by Number of Visits | 1979 Agencies Visited | 1979 Rank by Number of Visits |
|---|---|---|---|---|
| Columbia | 16 | 1 | 14 | 1 |
| Wharton | 15 | 2 | 12 | 2 |
| Harvard | 11 | 3 | 7 | 7 |
| Medill | 11 | 3 | 11 | 3 |
| Northwestern (Exc. Medill) | 11 | 3 | 8 | 4 |
| NYU | 8 | 6 | 8 | 4 |
| Stanford | 7 | 7 | 5 | 13 |
| U. of Chicago | 7 | 7 | 7 | 7 |
| U. of Illinois | 7 | 7 | 6 | 12 |
| A.G.S.I.M. | 6 | 10 | 7 | 7 |
| Dartmouth | 6 | 10 | 8 | 4 |
| U. of Michigan | 6 | 10 | 7 | 7 |
| U. of Virginia | 6 | 10 | 7 | 7 |
| UCLA | 5 | 14 | 5 | 13 |
| MSU | 4 | 15 | 5 | 13 |
| Atlanta U. | 2 | 16 | 4 | 16 |
| U. of Missouri | 2 | 16 | 1 | Unranked |
| Notre Dame | 1 | Unranked | 2 | 17 |
| USC | 1 | Unranked | 2 | 17 |
| U. of N. Carolina | 1 | Unranked | 2 | 17 |

## Sources of Advertising Agency Entry-Level College Grads Three or More Hires in 1978

| Undergraduate School | Number Hired | Rank | Graduate School | Number Hired | Rank |
|---|---|---|---|---|---|
| MSU | 16 | 1 | Columbia | 27 | 1 |
| Baruch | 12 | 2 | Medill | 17 | 2 |
| Syracuse | 11 | 3 | Wharton | 13 | 3 |
| Wayne State | 8 | 4 | A.G.S.I.M. | 11 | 4 |
| Boston U. | 7 | 5 | NYU | 11 | 4 |
| Northwestern | 7 | 5 | U. of Chicago | 11 | 4 |
| U. of Michigan | 7 | 5 | MSU | 8 | 7 |
| Dartmouth | 5 | 8 | U. of Michigan | 7 | 8 |
| Amherst | 4 | 9 | Northwestern (Exc. Medill) | 7 | 8 |
| SUNY-Albany | 4 | 9 | U. of Illinois | 6 | 10 |
| Trinity | 4 | 9 | U. of Virginia | 6 | 10 |
| U. of Illinois | 4 | 9 | Harvard | 5 | 12 |
| U. of Wisconsin | 4 | 9 | Pace | 5 | 12 |
| Babson | 3 | 14 | Fordham | 4 | 14 |
| Boston College | 3 | 14 | Yale | 3 | 15 |
| Columbia | 3 | 14 | UCLA | 3 | 15 |
| Fairfield | 3 | 14 | Tulane | 3 | 15 |
| Hofstra | 3 | 14 | | | |
| Miami of Ohio | 3 | 14 | | | |
| Queens | 3 | 14 | | | |
| Tufts | 3 | 14 | | | |
| UCLA | 3 | 14 | | | |
| U. of Chicago | 3 | 14 | | | |
| USC | 3 | 14 | | | |
| Villanova | 3 | 14 | | | |

*(Continued from Page S-1)*

ber anticipated for 1979.

- The names of the schools from which the 1978 grads came.
- Which schools agencies visit for on-campus recruiting.

### Encouraging Facts And Figures

Clear from the responses is an increase in the hiring of recent college grads. While the agencies surveyed experienced a collective 2.5% increase in the total number of domestic U.S. employes, they project a 7.2% increase in the number of graduating students hired.

In 1978, the agencies reported hiring 265 students with bachelors degrees and 194 with graduate degrees. For 1979, they anticipated hiring 283 with bachelors degrees (up 6.8%) and 209 with graduate degrees (up 7.7%).

Of the 20 agencies reporting on 1978 *vs.* 1979 trends in undergraduate hiring, 12 anticipate an increase in the number of bachelors, 6 expect a decrease and 2 expect to hire the same number.

Of the 21 reporting on 1978 *vs.* 1979 trends in hiring of graduate students, 12 anticipate an increase, 3 expect a decrease and 6 expect to hire the same number.

### How Do Schools Rate?

School popularity among recruiters is indicated in the ranking of schools by number of visits for those schools at which two or more agencies recruited.

In 1978, the agencies visited 25 schools for undergraduate candidates. In addition to five ranked schools, those visited were Amherst, Boston University, Brigham Young, Carleton, Dartmouth, Drake, Hampton Institute, Howard, Marquette, Morgan State, Northwestern, Notre Dame, Ohio University, Princeton, Texas Tech, University of Florida, University of Illinois, University of Missouri, University of the South and Wabash.

The agencies visited 32 schools for undergraduate candidates in 1979. In addition to eight ranked schools, those visited were Atlanta University, Baruch, Boston College, Brigham Young, Brown, Carleton, Colgate, Denison, Drake, Duke, Emory, Lawrence, Morgan State, Northwestern, Northwood Institute, Notre Dame, Oberlin, Ohio University, Swarthmore, Syracuse, University of Tennessee, University of Wisconsin, Vanderbilt and Williams.

In 1978, the agencies visited 29 schools for graduate candidates. In addition to 17 ranked schools, those visited were Babcock, Berkeley, Duke, Fairleigh Dickinson, Indiana University, Notre Dame, Ohio University, University of Iowa, University of North Carolina, USC, Xavier University and Yale University.

The agencies visited 31 schools for graduate candidates in 1979. In addition to 19 ranked schools, those visited were Babcock, Berkeley, Brigham Young, Duke, Fairleigh Dickinson, Indiana University, Ohio State, Ohio University, Syracuse, University of Missouri, University of Tennessee and Vanderbilt.

Although the number of recruiting schedules each agency had at the various schools is unknown, the increase in the number of campus visits is supported by the increased number of students expected to be hired in 1979.

### Where Do They Come From?

The 265 students graduating with undergraduate degrees in 1978, who subsequently joined one of the surveyed agencies, came from 121 different schools. Leading the list is Michigan State, followed by Baruch, Syracuse, Wayne State, Boston University, Northwestern, University of Michigan and Dartmouth. As a group, these eight schools accounted for 28% of undergraduate hires reported. Interestingly, only MSU, Syracuse and the University of Michigan were visited by two or more agencies in 1978.

The 194 graduate students hired in 1978 came from 53 different schools. At the head of the list is Columbia, followed by Medill, Wharton, A.G.S.I.M., NYU, University of Chicago, MSU, University of Michigan and Northwestern excluding Medill. Collectively, these nine schools accounted for 58% of graduate hires reported. All these schools had on-campus visits from agencies.

A similar study, done five years ago, provides the opportunity to observe rank changes in recruiting popularity among schools offering graduate degrees. This table also shows changes in the rank of schools as sources for entry-level employes hired. (Similar data is unavailable for undergraduates at this time.)

### Implications

Data can assist recruiters in making decisions regarding how productive an intended visit is likely to be. Of course, if all agency recruiters restrict their visits to a small universe of schools, "productivity" (*i.e.*, the number of students hired in relation to the number interviewed) is sure to drop. There is much to be gained from developing new sources and broadening the recruiting base.

Because respondents were not asked how many students they saw at each school visited, a reliable "productivity index" could not be developed. However, rank by 1979 visits generally meshes well with rank by 1978 hires, indicating that agencies are carefully tracking their success, or lack of it, at different schools.

Happily, the agency entry-level recruitment scene is much improved over the past five years. The increased number of trainees hired and the anticipated increase between 1978 actual and 1979 expected, hopefully mean that the industry will continue recognizing the need for providing opportunities in the years ahead. The problems now being faced, due to a dearth of talent with three to five years experience, can be avoided in the future only by bringing in sufficient numbers of entry-level personnel. #


## Word of thanks

A word of appreciation to the agencies that participated in this survey: Ayer, Bates, BBDO, B&B, Leo Burnett, Campbell-Ewald, Compton, Cunningham & Walsh, DFS, D'Arcy, DDB, FC&B, Grey, K&E, Marsteller, McCann-Erickson, NH&S, Ogilvy, Ross Roy, SSC&B, JWT and Y&R.


# Adman challenges agency recruiting, training practices

BY GENE NOVAK

NEW YORK—The methods we use today to find beginners with creative talents range from chaotic to nonexistent. The same can be said for agencies' methods of training those few who wander in and get past the first hurdle.

Yet new blood is sorely needed in the agency business. Witness the costly game of musical chairs we play as we lure trained people from one another; as the same people change chairs, we get pretty much the same music, but at wildly escalating salaries. There is too little pressure from below, from a new and eager generation of challengers.

If we rely only on media and research as the traditional entry-level paths, (whatever happened to the mailroom?) we simply won't get the free spirits, the poets, the offbeats, the wild and wacky ones — the ones we need to get new juices flowing as our older juices congeal.

■ One third of agency recruitment sources consists of unsolicited letters and resumes. Here is a youngster sitting down to write one of the most important letters of his life, trying to break into a field where grabbing attention and selling one's merits are absolutely necessary. So how come aspiring admakers write such godawful dull letters? I've read hundreds but only a few grabbed me by the tie and hoisted me out of my chair:

*"Dear Mr. Novak: I think I have the makings of a really hot copywriter – in fact, you can see that this letter got singed . . ."*

She had burned the edges of the letter and envelope, but not enough to make it undeliverable or unreadable. She got her interview.

I remember a letter from a youngster who stapled a $10 bill to it, betting that he'd get an interview. I put the letter in a desk drawer and waited. Next week another $10 arrived with the message that it was now double or nothing. My guilt was such that I called him in and gave him back his $20. Also I hired him.

*"Dear Mr. Novak,"* writes a 26-year-old woman, *"I've been everything from a truck driver in Pittsburgh to a Peace Corps technician in Equador, but I really want to write ads. I've had two years of college and read a lot. I'm working now in a boutique and free lance for an East Side weekly. I think I know what makes people buy and I*

*(Continued on Page S-4)*

*Gene Novak is president and creative director, Rumrill-Hoyt, New York.*

# Ad pages in farm publications for 12 months, 1979-1978

**Fourth-quarter and year-to-date figures for U.S. and Canadian publications reporting to Advertising Age**

Key: (mon)-monthly; (sm)-semi-monthly; (bm)-bi-monthly; (bw)-bi-weekly; (w)-weekly; (d)-daily; (q)-quarterly.

| | Pages | | | |
|---|---|---|---|---|
| | Oct.-Dec. 1979 | Oct.-Dec. 1978 | Jan.-Dec. 1979 | Jan.-Dec. 1978 |
| **General farm publications** | | | | |
| American Agriculturist & The Rural New Yorker | 99.1 | 102.8 | 468.8 | 453.0 |
| Measured in lines | 75,354 | 78,124 | 356,476 | 344,354 |
| A Big Farmer | 14.3 | 34.9 | 141.4 | 134.1 |
| Measured in lines | 6,137 | 14,965 | 60,675 | 57,550 |
| †§California Farmer (sm) | 161.2 | 135.4 | 713.6 | 673.1 |
| Measured in lines | 122,551 | 102,879 | 542,395 | 511,551 |
| Dakota Farmer: (sm) | | | | |
| #North Dakota Edition | 149.1 | 170.3 | 827.4 | 747.3 |
| Measured in lines | 113,330 | 129,449 | 628,836 | 566,956 |
| #South Dakota Edition | 154.2 | 176.7 | 843.3 | 761.8 |
| Measured in lines | 117,189 | 134,312 | 640,918 | 578,955 |
| Weighted Totals | 151.7 | 173.5 | 835.4 | 753.6 |
| Measured in lines | 115,261 | 131,887 | 634,935 | 572,795 |
| §Farm Futures | 45.1 | 69.4 | 299.4 | 292.1 |
| Measured in lines | 19,348 | 29,794 | 125,310 | 128,434 |
| Farm Industry News | 98.4 | 83.4 | 430.9 | 394.7 |
| Measured in lines | 71,809 | 60,026 | 332,133 | 296,611 |
| Farm Journal | 199.9 | 173.4 | 766.2 | 717.8 |
| Measured in lines | 85,755 | 74,379 | 328,693 | 307,952 |
| Farmer-Stockman Unit: (mon) | | | | |
| Kansas-Farmer-Stockman | 53.2 | 44.1 | 168.1 | 168.1 |
| Measured in lines | 40,500 | 33,564 | 127,760 | 127,777 |
| Oklahoma Farmer-Stockman | 46.7 | 43.5 | 187.9 | 196.8 |
| Measured in lines | 35,497 | 33,129 | 142,829 | 149,634 |
| Texas Farmer-Stockman | 59.8 | 54.8 | 201.9 | 228.1 |
| Measured in lines | 45,512 | 41,692 | 153,475 | 173,384 |
| *Harvest Publishing Unit: (sm) | | | | |
| Kansas Farmer | 165.8 | 142.0 | 850.3 | 728.8 |
| Measured in lines | 126,051 | 107,921 | 646,239 | 553,905 |
| Michigan Farmer | 176.0 | 177.1 | 810.3 | 780.2 |
| Measured in lines | 133,770 | 134,578 | 615,818 | 592,996 |
| Missouri Ruralist | 211.7 | 190.3 | 979.2 | 825.9 |
| Measured in lines | 160,920 | 144,618 | 744,206 | 627,664 |
| Ohio Farmer | 221.7 | 213.7 | 1,144.3 | 1,043.2 |
| Measured in lines | 168,498 | 162,387 | 869,677 | 792,834 |
| Pennsylvania Farmer | 128.1 | 129.4 | 701.3 | 682.4 |
| Measured in lines | 97,319 | 98,317 | 533,008 | 518,644 |
| High Plains Journal: (w) | | | | |
| Central Kansas | 234.7 | 178.0 | 945.9 | 767.7 |
| Measured in lines | 262,927 | 199,311 | 1,059,425 | 859,691 |
| Colorado-Nebraska | 222.1 | 165.1 | 908.9 | 746.4 |
| Measured in lines | 248,773 | 184,849 | 1,017,916 | 835,947 |
| Oklahoma-Texas | 222.9 | 169.6 | 942.3 | 774.9 |
| Measured in lines | 249,669 | 189,945 | 1,055,408 | 867,923 |
| Western Kansas | 281.7 | 226.1 | 1,128.1 | 958.5 |
| Measured in lines | 315,497 | 253,329 | 1,263,419 | 1,073,541 |
| §Irrigation Age | 58.0 | 80.4 | 345.1 | 367.5 |
| Measured in lines | 24,882 | 34,491 | 148,058 | 157,657 |
| Kentucky Farmer (mon) | 76.5 | 68.6 | 384.8 | 347.2 |
| Measured in lines | 58,165 | 52,151 | 292,464 | 263,891 |
| Lancaster Farming | 1,122.7 | 1,030.3 | 4,980.4 | 4,457.2 |
| Measured in lines | 1,509,022 | 1,384,726 | 6,693,963 | 5,991,940 |
| Midwest Farm Paper Unit: (sm) | | | | |
| The Farmer | 301.5 | 285.5 | 1,421.9 | 1,280.7 |
| Measured in lines | 229,150 | 217,041 | 1,080,683 | 973,393 |
| Nebraska Farmer | 316.6 | 311.1 | 1,560.7 | 1,379.1 |
| Measured in lines | 240,640 | 236,486 | 1,186,172 | 1,048,286 |
| §Prairie Farmer | | | | |
| #Illinois Edition | 334.0 | 335.5 | 1,801.5 | 1,740.4 |
| #Indiana Edition | 334.0 | 346.5 | 1,844.9 | 1,731.2 |
| Average 2 Editions | 334.0 | 340.1 | 1,819.8 | 1,759.3 |
| Measured in lines | 253,858 | 258,521 | 1,383,063 | 1,337,211 |
| Wisconsin Agriculturist | 214.8 | 206.2 | 1,120.3 | 996.7 |
| Measured in lines | 163,282 | 156,717 | 851,411 | 757,492 |
| ▲Pecan South | 14.1 | 10.7 | 93.2 | 74.4 |
| Measured in lines | 5,922 | 4,494 | 39,144 | 31,248 |
| §Progressive Farmer | 180.1 | 205.0 | 733.3 | 857.5 |
| Measured in lines | 75,638 | 86,084 | 308,022 | 360,165 |
| Specialized Agricultural Publications: | | | | |
| ▶Flue Cured Tobacco Farmer | 30.0 | 29.8 | 174.0 | 175.5 |
| Measured in lines | 12,780 | 12,695 | 74,124 | 74,763 |
| Peanut Farmer | — | — | 115.0 | 166.8 |
| Measured in lines | — | — | 48,990 | 71,057 |
| §Successful Farming (mon) | 213.8 | 185.8 | 820.6 | 741.5 |
| Measured in lines | 91,738 | 79,693 | 352,022 | 318,095 |
| Tennessee Farmer (mon) | 42.2 | 42.1 | 186.3 | 174.1 |
| Measured in lines | 32,075 | 31,997 | 141,608 | 132,318 |
| Western Unit Farm Magazines (mon) | | | | |
| Arizona Farmer-Ranchman | 98.4 | 109.7 | 450.0 | 486.7 |
| Measured in lines | 74,791 | 83,394 | 341,978 | 369,900 |
| Colorado Rancher & Farmer | 118.2 | 122.9 | 562.5 | 540.5 |
| Measured in lines | 89,775 | 93,388 | 427,403 | 410,752 |
| Northwest Unit Farm Magazines: | | | | |
| Idaho Farmer-Stockman | 143.0 | 147.7 | 738.5 | 726.5 |
| Measured in Lines | 108,713 | 112,244 | 561,231 | 552,170 |
| Montana Farmer-Stockman | 207.3 | 190.6 | 953.9 | 893.8 |
| Measured in lines | 157,540 | 144,837 | 724,972 | 679,270 |
| Oregon Farmer-Stockman | 132.4 | 120.4 | 637.5 | 599.9 |
| Measured in lines | 100,597 | 91,535 | 484,513 | 455,938 |
| Utah Farmer-Stockman | 116.6 | 115.0 | 534.6 | 518.7 |
| Measured in lines | 88,617 | 87,382 | 406,287 | 394,220 |
| Washington Farmer-Stockman | 138.7 | 126.1 | 672.4 | 643.3 |
| Measured in lines | 105,392 | 95,821 | 511,026 | 488,932 |
| Wyoming Farmer-Stockman | 264.0 | 259.9 | 988.1 | 963.4 |
| Measured in lines | 206,130 | 203,778 | 758,152 | 732,104 |
| Total Group | 6,917.0 | 6,494.4 | 31,917.1 | 29,451.7 |

Notes: §Sectional linage included but prorated to circulation of regional editions. †Published twice a month, except July, August and December, monthly. *Published twice a month except June, July and December, monthly.

▲Published six times a year. ▶Published 11 times a year. #Not included in totals. A. No December issue in 1979.

| | Pages | | | |
|---|---|---|---|---|
| | Oct.-Dec. 1979 | Oct.-Dec. 1978 | Jan.-Dec. 1979 | Jan.-Dec. 1978 |
| **Dairy & livestock** | | | | |
| §Beef Magazine | 163.5 | 119.6 | 501.0 | 353.0 |
| The Cattleman (mon) | 349.2 | 273.9 | 1,235.5 | 1,119.0 |
| Dairy Herd Management | 130.4 | 79.4 | 466.3 | 369.4 |
| §Drovers Journal | 328.0 | 254.8 | 1,260.3 | 1,084.1 |
| Feedlot Management | 98.6 | 65.4 | 322.6 | 246.4 |
| Florida Cattleman (mon) | 270.0 | 245.4 | 936.1 | 836.3 |
| §Hoards Dairyman (sm) | 198.2 | 180.1 | 935.5 | 846.1 |
| Hog Farm Management | 144.2 | 119.8 | 657.4 | 569.4 |


# "Now we are running full almost every issue of the

It's always nice to know that you have contributed to a customer's growth. After all, when our advertisers grow we know we are doing our job well... and that job is providing our readers with the information they need to operate their farms profitably and efficiently... something each of our magazines has been doing for well over 100 years.

Twenty-five full-time editors in our five states work diligently to provide timely and valuable information to over 400,000 subscribers twenty-one times a year... *local* subscribers who want to read about their state... their type of enterprise... their problems... and their neighbors.

This combination of professional editing and reader loyalty makes the Harvest Farm Unit magazines ideal for advertisers who want to grow... grow like Jacques Seed Company has grown! And when our customers grow, we grow. That's why letters like this one from George Jacques makes us *glow!*

**HARVEST FARM UNIT**

**The Ohio Farmer**
**Michigan Farmer**
**Pennsylvania Farmer**
**Missouri Ruralist**
**Kansas Farmer**

HARVEST

**THE HARVEST PUBLISHING COMPANY**
9800 Detroit Avenue
Cleveland, Ohio 44102
Phone 216-651-5500

# Ad pages in farm publications for 12 months, 1979-1978

***Fourth-quarter and year-to-date figures for U.S. and Canadian publications reporting to Advertising Age***

Key: (mon)-monthly; (sm)-semi-monthly; (bm)-bi-monthly; (bw)-bi-weekly; (w)-weekly; (d)-daily; (q)-quarterly.

| | Pages | | | |
|---|---|---|---|---|
| | Oct.-Dec. 1979 | Oct.-Dec. 1978 | Jan.-Dec. 1979 | Jan.-Dec. 1978 |
| †Livestock Breeder Journal (mon) | 315.7 | 320.2 | 1,427.4 | 1,421.7 |
| National Hog Farmer | 323.6 | 245.8 | 961.3 | 785.9 |
| Pig American | 49.5 | 14.2 | 223.4 | 86.8 |
| Southern Beef Producer | 49.0 | 52.8 | 274.9 | 267.5 |
| **Southern Hog Producer | 69.3 | 35.0 | 222.8 | 117.7 |
| ▲Sunbelt Dairyman (mon) | 22.2 | 25.4 | 127.1 | 125.0 |
| Dairy: (mon) | | | | |
| Full Edition | 31.1 | 27.7 | 149.4 | 120.5 |
| Western Edition | 48.8 | 48.4 | 163.6 | 152.7 |
| ◇Livestock: (mon) | | | | |
| Central Edition | 123.9 | 128.5 | 501.2 | 524.6 |
| Western Edition | 124.8 | 117.1 | 546.2 | 509.2 |
| Southern Edition | 86.6 | 93.5 | 354.8 | 331.9 |
| Western Livestock Journal Weekly: | | | | |
| Central Edition | 130.9 | 87.7 | 411.5 | 332.9 |
| Western Edition | 160.9 | 121.5 | 502.1 | 410.6 |
| Western Livestock Reporter/Montwyo News (W) | 424.0 | 239.9 | 1,137.2 | 1,027.9 |
| Total Group | 3,642.4 | 2,896.1 | 13,317.6 | 11,638.6 |

Notes: §Sectional linage included but prorated to circulation of regional editions. ▲Published ten times a year: July/August November/December issues combined. **Published January, February, March, April/May, August/September, October, November/December, †Jan.-Dec. '79 includes 247.8 pp in Georgia, North Carolina, Virginia, Kentucky state editions. Jan-Dec. '78, includes 323.8 pp in Georgia, North Carolina, Virginia, Kentucky state editions.

| | Pages | | | |
|---|---|---|---|---|
| | Oct.-Dec. 1979 | Oct.-Dec. 1978 | Jan.-Dec. 1979 | Jan.-Dec. 1978 |
| **Fruit & vegetable** | | | | |
| American Fruit Grower (mon) | 71.5 | 71.7 | 438.2 | 435.2 |
| American Vegetable Grower (mon) | 135.8 | 120.1 | 912.0 | 508.3 |
| *Citrograph | — | — | — | — |
| Citrus & Vegetable Magazine | 104.8 | 73.3 | 360.2 | 307.3 |
| The Citrus Industry | 168.0 | 132.0 | 632.0 | 536.0 |
| Florida Grower & Rancher | 31.6 | 17.0 | 112.8 | 97.4 |
| Total Group | 511.7 | 414.1 | 2,455.2 | 1,884.2 |

*4th quarter figures not available

| | | | | |
|---|---|---|---|---|
| **Poultry** | | | | |
| Broiler Industry | 166.4 | 171.1 | 728.6 | 633.8 |
| Poultry Digest | 90.7 | 87.7 | 389.4 | 344.4 |
| Poultry Tribune | 112.0 | 95.3 | 465.4 | 416.5 |
| Total Group | 369.1 | 354.1 | 1,583.4 | 1,394.7 |
| **Canadian** | | | | |
| Country Guide (mon) | | | | |
| #Eastern Edition | 116.4 | 104.6 | 512.7 | 499.6 |
| #National Edition | 189.7 | 158.1 | 899.7 | 832.0 |
| #Western Edition | 135.1 | 107.0 | 628.8 | 567.1 |
| Average 3 Editions | 147.1 | 123.2 | 680.4 | 632.9 |
| Le Bulletin des Agriculteurs (mon) | 168.0 | 142.0 | 769.0 | 788.0 |
| Total Group | 315.1 | 265.2 | 1,449.4 | 1,420.9 |

Notes: #Not included in totals.


**page color ads in complete Harvest Unit."**

**...George Jacques**

**Jacques** Seed Co.
Prescott, Wisconsin 54021
(715) 262-3223 TELEX 297-441 (JACQUES PSCT)

October 5, 1979

The Harvest Publishing Company
333 North Michigan Avenue
Chicago, IL 60601

ATTENTION: JOE HALL

Dear Joe:

Now that we are planning next year's program I am reminded of when we started working together in 1968. We were running a campaign in the Michigan Farmer that kicked off with a junior page in black and white followed by a few quarter pages. We didn't even imagine we would ever be using all the publications of the Harvest Unit.

Since that time our advertising budget has been growing every year. You were instrumental in convincing us to put the major part of our advertising expenditure into magazines rather than spreading a small budget over several different media. Now we are running full-page color ads in almost every issue of the complete Harvest Unit.

Our policy now is to advertise in a new state for several years before hiring salesmen in that state. We have been able to do this economically by taking advantage of the Harvest Unit rates. Now we are going strong in Ohio, Missouri and Kansas. This year we hired our first man in Pennsylvania.

The next time you are out to Wisconsin let's have lunch while we talk about new states to enter.

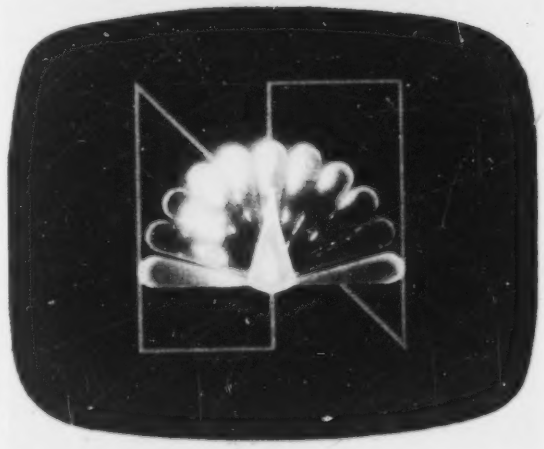
Yours very truly,

George Jacques

George Jacques
President

GJ:js

Seed Plants at Lincoln, Illinois; Schaller, Iowa; York, Nebraska; Hastings, Minnesota; Cuba City and Prescott, Wisconsin



**The newest** NBC-TV logo, wedding the peacock and the "N" symbol, is being used to open the network's prime time movies, series and specials. Zeplin Productions, New York, produced the ID symbol with NBC's print and design department.

# account changes

## Converse jogs over to Mark Myers

WILMINGTON, MASS.—Eltra Corp.'s Converse division has appointed Mark Myers Inc., Concord, Mass., to handle its $1,000,000 account. Humphrey Browning MacDougall, Boston, is the previous agency for the footwear and clothing marketer.

Other accounts moving:

**Royal Hawaiian Cruise Lines,** newly formed American all-passenger cruise line, to **Ronald Wren Advertising,** San Francisco, its first agency. Billings are $1,000,000.

**All in Style** magazine, a division of East/West Network, New York, to **Chalk, Nissen, Hanft,** its first agency. Also to Chalk: **College-Town,** a division of Interco, and **Chesa International Ltd.,** manufacturer-licensee of Geoffrey Beene and Givenchy fashions. Both previously had been handled in-house.

**Aiwa America,** New York, manufacturer of high fidelity home and car stereo equipment, to **Sasaki & Associates,** Melville, N.Y., from Henderson & Dapper. Billings put at $500,000.

**Van Heusen Corporate Markets Co.,** a division of Van Heusen, to **Compton Direct Marketing,** New York, from Grey/2 which continues to service Van Heusen's industrial ad requirements for career apparel.

**Kapalua Bay Hotel,** Maui, Hawaii, and **Posada Vallarta,** Puerto Vallarta, Mexico, also a resort, to **Needham & Grohmann,** New York. The Kapalua Bay Hotel had no previous agency; Posada Vallarta had been handled in-house. Combined billings are put at $550,000.

**Sounder Sports Inc.,** Ivoryton, Conn., Southern Star Shipping Co.'s manufacturer of golf clubs, to **de Garmo Inc.,** New York, from The Advertising Department, Old Lyme, Conn. Billings put at $500,000.

**Corning Glass Works'** industrial materials department, Corning, N.Y., manufacturer of lighting products, technical glass and ceramic products, to **Winterkorn, Hammond & Lillis,** Rochester, N.Y. No previous agency. WH&L also handles Corning's laboratory products division.

**Montgomery Ward Enterprises,** subsidiary of Montgomery Ward, Chicago, to **TLK Direct Marketing,** New York, for Ward's Wide World of Travel, a new travel club.

**Roneo Vickers Inc.** to **Gilbert, Whitney & Johns,** Little Ferry, N.J., for its newly formed copier division, billing under $500,000.

**Super Food Services,** Dayton, O., to **Willis Case Harwood,** from Byer & Bowman, Columbus.

**Captran Corp.,** Sanibel, Fla., to **Ruben, Montgomery & Associates,** Indianapolis, for its condominium time sharing program.

**Railye Aircraft Corp.,** Raleigh, N.C., to **Flemister & Burkhardt,** Atlanta, for its General Aviation aircraft and dealer network. F&B had handled projects for Railye last year. Budget for new program is $400,000.

**Wormser Co.,** Chicago, marketer of toddlers' sleepware, to **Robert D. Schoenbrod Inc.,** for its Peanuts line.

**Ryobi America Corp.,** Elk Grove Village, Ill., to **Bozell & Jacobs,** Chicago, its first agency.

**Hill-Rom Co.,** Batesville, Ind., marketer of hospital furniture, to **Bailey Orner Makstaller,** Cincinnati, from Caldwell Van Riper, Indianapolis.

**Daytona International Speedway,** Daytona, Fla., to **Gouchenour Inc.,** Altamonte Springs, Fla., first agency.

**Michael Scott,** a leather goods manufacturer, and Daido Inc.'s **power transmission** division, to **Balletta Napurano & Co.,** Springfield, N.J., from Frieze Advertising, East Brunswick, N.J., and Keyes Martin, Springfield, N.J., respectively.

**Financial Times/World Business Weekly** to **Lawrence Brown Advertising,** New York, for *World Business Weekly,* a news magazine of international business news. Advertising previously was handled direct.

**Bankers Life & Casualty Co.,** New York, to **Steen Advertising,** Lynbrook, N.Y., its first agency.

**CMP Publications,** Manhasset, N.Y., to **Cappiello & Co.,** New York, its first agency.

**Mediapoint Inc.,** San Diego, distributor of over-the-air pay tv Z Channel in Orange County, to **The Phillips Organization,** San Diego, from Kaufman, Lansky Advertising, San Diego.

**Protection, Inc.,** Pomona, Cal.-based manufacturer of professional aviator helmets, to **McAward & Associates,** Phoenix, its first agency.

**Prelude Products,** New York, manufacturer of personal massagers, to **Anesh, Viseltear, Gumbinner,** New York, from Martin Landey, Arlow Advertising. Also to AVG: *Houston City* magazine and Mississippi Publishers, publishers of the *Jackson* (Miss.) *Clarion Ledger* and *Daily News.* No previous agencies.

**Phase Linear Corp.,** Lynwood, Wash., an independent subsidiary of Pioneer of America, to **Sheridan Hosner Smith & Co.,** Seattle, succeeding Evans/-Pacific, Seattle.

**Pharmacia Laboratories,** New York, has assigned a new product, Healon, to **Grey Medical Advertising.** The product is a solution used in eye surgery to help protect the internal eye parts.

**French Government Tourist Office** and **French West Indies Tourist Board,** New York, to **Van Brunt & Co./IMAA** from Needham, Harper & Steers.

**Koret of California,** San Francisco, women's sportswear maker acquired by Levi Strauss last year, to **Botsford Ketchum** to handle its first national consumer and trade advertising. Andrews Agency continues on collateral. #


To Keep Your Ad Material
up front
WHERE IT COUNTS

**Beemak Literature Holders** come in many sizes and shapes with or without base, clear or opaque. **Literature Display Racks** made with any holder in any size or configuration.

CRS800C 4⅛"x7"x1⅝"

Dozens of shapes and sizes available. Silk screen or printing if desired. Write for information.

**BEEMAK PLASTICS**
7424 Santa Monica Blvd., Los Angeles, Calif. 90046
Phone: (213) 876-1770



**DELTA DASH.® SAME DAY DELIVERY ON SMALL PACKAGES.**

*Delta is an airline run by professionals. Like Customer Services Agent Terry L. Theiss.*

Why settle for overnight delivery? Delta DASH can give you same day service. DASH (Delta Airlines Special Handling) takes to the air 1,500 times a day on Delta jets. So if your small package is in a big hurry, DASH it. Shipments picked up during normal business hours will be delivered that same day. If your package arrives after normal business hours, we will deliver it the first thing next morning—generally no later than 10am. Delta carries more over-the-counter shipments of 50 lbs. or less than any other scheduled airline.

And DASH serves over 80 U.S. cities plus San Juan.

Packages are accepted at airport ticket counters up to 30 minutes before flight time. Up to 60 minutes at cargo terminals. Size limit is 90 inches: width+length+height.

The airport-to-airport rate between any two of Delta's domestic cities is $35 ($25 between Dallas/Ft.Worth and Los Angeles or San Diego or San Francisco). Expedited pick-up and delivery available at extra charge. Call (800) 638-7333, toll free. (In Baltimore, 269-6393.)

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DELTA

**DELTA IS READY WHEN YOU ARE.®**


## AIRLINE ADVERTISING EXPENDITURES

### Third Quarter

| Airline | Ad Expenditures 1978 | Ad Expenditures 1979 | Total Transport Revenues* 1978 | Total Transport Revenues* 1979 | % of revenue 1978 | % of revenue 1979 |
|---|---|---|---|---|---|---|
| Allegheny (USAir) | $ 1,464,000 | $ 2,749,000 | $146,245,000 | $184,430,000 | 1.00 | 1.50 |
| American | 10,680,000 | 12,337,000 | 731,330,000 | 792,541,000 | 1.46 | 1.56 |
| Braniff | 3,690,623 | 3,339,729 | 243,671,403 | 353,449,671 | 1.51 | 0.94 |
| Continental | 4,454,541 | 6,711,943 | 197,651,412 | 227,179,019 | 2.25 | 2.95 |
| Delta | 6,750,362 | 8,015,993 | 562,345,405 | 656,499,434 | 1.20 | 1.22 |
| Eastern | 8,821,226 | 10,165,876 | 571,592,932 | 692,804,416 | 1.54 | 1.47 |
| National | 3,480,000 | 3,496,000 | 153,809,000 | 163,046,000 | 2.26 | 2.14 |
| Northwest | 1,309,629 | 2,145,996 | 75,084,383 | 331,953,703 | 1.74 | 0.64 |
| Pan Am | 11,517,000 | 11,626,000 | 639,942,000 | 601,309,000 | 1.80 | 1.93 |
| **Republic | ——— | 4,520,000 | ——— | 150,780,000 | — | 3.00 |
| Texas Internat'l | 327,626 | 687,101 | 46,775,207 | 63,808,332 | 0.70 | 1.08 |
| TWA | 11,563,836 | 13,194,927 | 694,412,715 | 802,259,684 | 1.67 | 1.64 |
| United | 14,507,572 | 15,792,104 | 987,491,068 | 1,004,619,675 | 1.47 | 1.57 |
| Western | 3,178,000 | 3,647,000 | 230,664,965 | 236,130,576 | 1.38 | 1.54 |

*Total Transport Revenue figures include the following categories: Passenger, Property and Charter.
**Began operations in 1979 as a result of a merger between North Central and Southern Airlines.


**If Cyrus McCormick hadn't revolutionized farming in 1831, Chicago business might not be reaping so many profits today.**

*Cyrus McCormick, founder of the company known today as International Harvester.*

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To find out more about how to harvest these customers call today: (312) 649-5370 in Chicago or (212) 986-5050 in New York.

Crain's Chicago Business


## Schoenfeld wins rights to Brittania

NEW YORK—Schoenfeld Inc., Seattle-based manufacturer of Brittania sportswear and jeans, has won a permanent injunction in U.S. district court here, enjoining Foster Industries from using Brittania or any confusingly similar name on any of its products.

Foster, headquartered here, had been using the accepted spelling of Britannia as its jeans name. Blocked by a preliminary injunction last September, Foster then began using the name on a line of shirts at a trade show and again was stopped by a preliminary injunction.

■ Foster has been required to notify any accounts that have bought its goods under the Britannia name that it cannot fill their orders. It also is required to change the labels on any goods that are still in stock.

Additionally, Foster is not allowed to use any logo or symbol that resembles the Schoenfeld trademark or that of its subsidiary, Brittania.

Sales of the privately held Schoenfeld are estimated in excess of $200,000,000. #

# media people

## Levine named publisher of 'Talk'

NEW YORK—Arthur Levine has been named publisher of *Talk*, succeeding W. Page Thompson, who resigned from the 10-year-old monthly. Mr. Levine continued as president of *Talk*, recently acquired by ITX Corp., a financial holding company. Carol Donadio will succeed Mr. Thompson as associate publisher-ad director. She had been merchandising sales director at *Modern Bride*. Mr. Thompson's plans are not known.

Other people moving:

**David Beihoff** to president, Community Publications Co., Denver, a subsidiary of the Minneapolis Star and Tribune Co., from president and publisher, Stromberg Publications, Baltimore, succeeding **Thomas Noonan,** who resigned. Also, **Bob Elkin** to planning director for the *Star* and *Tribune* from marketing services manager, succeeding **Mike Koch,** who becomes assistant treasurer of the parent.

**W. Dean Singleton** to exec vp, a new title, Alibritton Communications, Washington, from president of the company's newspaper division.

**Perry Antoshak** to vp-associate publisher, a new post, *America's Textiles*, Clark Publishing Co., Greenville, S.C., from editor-publisher, *Knitting Industry*, S.A.F. International, New York.

**Danna Gordon,** director of circulation, *GEO*, New York, assumes the additional responsibilities of associate publisher, a new post at the Gruner + Jahr USA publications. Also at *GEO*, **Mary Ann Abbott** to director of promotion, a new post, from director of administration.

**William K. Stubblefield** to vp-assistant western regional manager, Branham Newspaper Sales, Los Angeles, a new post, from Denver manager. **Bob Touchberry,** former Denver sales rep, succeeds Mr. Stubblefield as Denver manager.

**John R. Cornett** to publisher, *Gary* (Ind.) *Post-Tribune* from a similar post at the *Boca Raton* (Fla.) *News*. Both papers are owned by Knight-Ridder Newspapers. No successor named to the Boca Raton post.

**Art Johnson** to *Americana*, New York, as ad director, a new post, from *Woman's Day* as account manager.

**James J. Rainsford** to eastern advertising director, Petersen Publishing, New York office, from advertising director, *Mechanix Illustrated*. He succeeds **Robert Berg,** who resigned.

**Karla Hay Diserens** to sales development manager, *Parents*, New York, a new post, from promotion copywriter. Also, **Mindy Morawetz** to pr manager from copywriter.

**Robert B. Neilley** to manager, marketing communications, Industry Media, Denver, publishers of *Plastics Machinery & Equipment*, *Plastics Design Forum* and *Plastics Compounding* magazines, from marketing services manager. He succeeds **Marcia Sutton,** now special assistant to the president.

**Peter Mummery** to district manager, McGraw-Hill Publications Co., London, for *Business Week*, *Chemical Week*, *Modern Plastics* and *Modern Plastics International*, from Far East Trade Press in a similar post. He succeeds **Bob Ghey,** who has left the company.

**Frank Sibley** to western sales manager, a new post, *Design News*, from Midwest manager. Also, **Peter Boniface** to eastern sales manager, from New England district manager.

**David Hunke** to Kansas City manager, Branham Newspaper Sales, from ad marketing manager, *Wichita Eagle & Beacon*, succeeding **Nelson Hurst,** who joins Branham's sales staff in Chicago.

**Robert A. Lukas** to western regional sales manager, *Electronic Design*, a new post, from district sales manager. Mr. Lukas continues to be based in Sunnyvale, Cal.

**Chuck Apgar** from assistant to classified ad manager, *San Diego Union* and *Tribune*, succeeding **Charles Chadrow,** who retired.

**ELECTED VPs:**

**Peter R. Kann,** associate publisher, *Wall Street Journal*, Dow Jones & Co., New York ... **Jerry Johnson,** eastern advertising manager, Johnson Publishing Co.

**BROADCAST PEOPLE**

**William Pitney** to senior vp-operations from vp-operations, Cox Cable Communications, Atlanta. Also at Cox Cable: **R. B. Ellis** to vp, in addition to being West Coast division general manager, San Diego; **B. R. Bennett** to vp, in addition to being general manager, Cox Cable Development division, Atlanta, and **John Thorne** to vp-corporate development from director.

**Keith McKenney** to area vp for planning and development, a new post, Storer Broadcasting Co., from vp-general manager, WTVG-TV, Toledo. Succeeding him is **Horace Ray** from assistant general manager. Also, **Douglas Sinn** to general sales manager, from vp-general manager, WSPD, Toledo. He is followed by **James White** from sales manager, WOOD Broadcasting, Grand Rapids, Mich.

**Gary Hecht** to director of special projects, SIN/National Spanish Television Network, New York, from general manager, Young & Rubicam International, to supervise sponsor sales in SIN's year-long "Destino 80" tv specials on the Presidential election and the 1980 census. Also at SIN, **Carole Bird** to manager of marketing services from chief administrator, Miller Graphic Arts, and **Gregory Leddy** to ad director from account exec, Spanish Advertising & Marketing Services. All are new positions.

G. Hecht

C. Bird

**Gregory Lincoln** to director, marketing, CBS Radio Network, New York, a new post, from account exec, CBS Radio Network.

**Robert Fuller** to director, press information, CBS Radio, New York, from manager, press information.

**Rudi Taylor** to the new post of San Francisco manager, Top Market Television, from Los Angeles account exec. Also at the tv rep, **Bill Scaffide** to the new position of Cleveland manager from account exec, WJKW-TV.

**Pauline B. Rogers** to advertising and pr coordinator, Trans-American video production facility, a division of Merv Griffin Productions, Hollywood, a new post, from free lance writer and ad coordinator for Filmex.

**David G. King,** vp/general manager, WGAN-TV, Portland, Me., has been elected a vp, Guy Gannett Broadcasting Services, Portland, licensee of the CBS affiliate. He continues as station vp/general manager. Also, **Michael J. Colello,** general manager, KSTT/WXLP (fm), Quad Cities, Iowa/Illinois, has been elected vp, Quad Cities Broadcasting Co., also a subsidiary of Guy Gannett Broadcasting.

**Robert W. Dunn,** general sales manager, WTIC, Hartford, Conn., to vp, Ten Eighty Corp.

**ELECTED VP:**

**F. Owen McKeaney,** Chicago CBS sales team manager, Blair Television.

**CABLE PEOPLE**

**Joseph Ferstl** to president, Lerner Cable, a new subsidiary of Lerner Newspapers, Chicago, for which he is also an exec vp. Assuming his duties as display ad manager for the far north side of the Myers Newspapers is **Ted Biedron,** who also retains the post of vp-classified advertising.

**Trygve E. Myhren** to exec vp-programing, marketing, finance and administration, American Television and Communications (ATC), Denver, as part of a corporate reorganization of the Time Inc. cable tv subsidiary, from senior vp-marketing and programing. Also at ATC in Denver, **Joseph J. Collins** to exec vp-cable operations and **Michael J. McCrudden** to senior vp-planning and development from senior vp-western operations. Mr. McCrudden succeeds **David D. Kinley,** who becomes senior vp-special projects.

**PAY TV PEOPLE**

**Andrew Wald** to senior vp-programing, ON TV subscription tv, in Los Angeles and Detroit, National Subscription Television, Los Angeles, from vp-programing. #

## FLASH REPORT: Newspaper advertising investment for October

*Source: Media Records Inc.*

| OCTOBER—1979 CATEGORIES | YEAR | IN MILLIONS (0 5 10 15 20 25 30 35 40 45 50 55) | DOLLARS 1979 | DOLLARS 1978 | CHANGE ACTUAL $ G OR L | CHANGE % G OR L |
|---|---|---|---|---|---|---|
| Amusements | 1979 | | $ 11.406.068 | $ 10.791.299 | 614.769 | 5.7 |
| | 1978 | | | | | |
| Apparel & accessories | 1979 | | 9.390.726 | 8.828.045 | - 562.681 | - 6.4 |
| | 1978 | | | | | |
| Auto supply, service shops | 1979 | | 4.761.712 | 4.758.385 | - 3.327 | - 0.1 |
| | 1978 | | | | | |
| Building contractors | 1979 | | 956.470 | 995.010 | - 38.540 | - 3.9 |
| | 1978 | | | | | |
| Building matls, hardware | 1979 | | 5.480.622 | 5.296.800 | - 183.822 | - 3.5 |
| | 1978 | | | | | |
| Department stores | 1979 | | 38.439.922 | 39.377.587 | - 937.665 | - 2.4 |
| | 1978 | | | | | |
| Drug stores | 1979 | | 3.520.360 | 3.573.119 | - 52.759 | - 1.5 |
| | 1978 | | | | | |
| Eating & drinking places | 1979 | | 2.588.930 | 2.064.015 | + 524.915 | + 25.4 |
| | 1978 | | | | | |
| Food stores | 1979 | | 13.822.791 | 11.763.556 | + 2.059.235 | + 17.5 |
| | 1978 | | | | | |
| Furniture & furnishings | 1979 | | 19.930.319 | 19.525.507 | + 404.812 | + 2.1 |
| | 1978 | | | | | |
| General mdse stores | 1979 | | 16.005.198 | 16.065.892 | - 60.294 | - 0.4 |
| | 1978 | | | | | |
| Real estate | 1979 | | 6.880.561 | 6.890.190 | - 9.629 | - 0.1 |
| | 1978 | | | | | |
| Shoe stores | 1979 | | 1.163.814 | 1.078.243 | + 85.571 | + 7.9 |
| | 1978 | | | | | |
| Sptg & leisure time equipment | 1979 | | 3.026.661 | 2.373.218 | + 653.443 | + 27.5 |
| | 1978 | | | | | |
| Public service utilities | 1979 | | 1.061.316 | 779.845 | + 281.471 | + 36.1 |
| | 1978 | | | | | |
| Banks & trust companies | 1979 | | 1.776.660 | 1.674.916 | + 101.744 | + 6.1 |
| | 1978 | | | | | |

This Flash Report of newspaper advertiser investment, compiled for Advertising Age by Media Records, is derived from tabulations that cover 35 dailies and 25 Sunday editions in 15 cities—Atlanta, Baltimore, Boston, Chicago, Cleveland, Dallas, Denver, Detroit, Los Angeles, Miami, New York, Philadelphia, Pittsburgh, San Francisco and Washington. The report indicates marketplace strengths and weaknesses.

## Utility spending up 36% in papers

NEW YORK—Public service utilities newspaper advertising showed a sparkling 36.1% gain in dollar spending during October, 1979, compared with October, 1978, according to the October Flash Report prepared for ADVERTISING AGE by Media Records.

Trailing close behind were sporting and leisure time equipment with a gain of 27.5% and eating and drinking places with a gain of 25.4%.

• Of the 16 categories monitored for AA by Media Records, five were down in October ad volume in the 15 cities whose newspapers are measured (*see chart*).

Department stores, Newspapers' leading dollar category, lost by 2.4%. They were followed in the top five dollar spending group by furniture and furnishings (up 2.1%), general merchandise stores (down 0.4%), food stores (up 17.5%) and amusements (up 5.7%). #

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